LEO BURNETT U.S.A.
AD# PSI 103-A1 REQ# M27222 "JULY SWEEPSTAKES" PG 4/C (8x10 13/16) PSI, JULY 19, 1992

BENSON & HEDGES OFFERS YOU A CHANCE TO WIN THE BEST OF AMERICA.

THE BENSON & HEDGES SWEEPSTAKES — AMERICAN STYLE.

Grand Prize:
America's premium luxury car.
The 1993 Cadillac Seville STS.

5 First Prizes:
An all-expense paid week for two at The Breakers in Palm Beach, Florida.

25 Second Prizes:
A four-day weekend for two exploring the beautiful Sonoma County wine country.

500 Third Prizes:
Four delectable Maine lobsters delivered fresh to your front door.

USE THE COUPON BELOW AND YOU'RE INSTANTLY ENTERED!

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Ultra Lights: 5 mg "tar," 0.5 mg nicotine — Lights: Men. Box 10 mg "tar," 0.8 mg nicotine; Soft 11 mg "tar," 0.8 mg nicotine; Men. Soft & Box: 13 mg "tar," 0.9 mg nicotine — Men. & Box 16 mg "tar," 1.2 mg nicotine; Soft 17 mg "tar," 1.2 mg nicotine av. per cigarette by FTC method.

© Philip Morris Inc. 1992

MANUFACTURER'S COUPON | EXPIRES 9/30/92

SAVE $2.00

ON ANY CARTON OR 4 PACKS OF BENSON & HEDGES 100'S ONLY.

Complete the following for a chance to win.

Name: _____

Address: _____

City: _____

State: _____ ZIP: _____

Regular brand smoked: _____

By entering this sweepstakes and signing below, I certify I am a smoker 21 years of age or older. I have read and understand the rules. I am also willing to receive free samples of cigarettes and incentive items in the mail, subject to applicable state and federal law. © Philip Morris Inc. 1992

Signature: _____
(required) (birthdate)

Not enclosed/sent to enter sweepstakes without purchase.

00848

BEDC 3 28200 21082 8

OFFICIAL RULES—NO PURCHASE NECESSARY: 1. To enter, print your name and address on a plain piece of paper and mail it in a stamped envelope addressed to: Benson & Hedges Sweepstakes, P.O. Box 5555, Duluth, GA 30136-5555. Limit one entry per envelope. Mechanically reproduced entries are void. Entries must be received by August 31, 1992. Limit one entry per household. **By signing your name on the coupon, you're a Grand Prize card and/or each's form, and entering this sweepstakes, you certify that you are a smoker 21 years of age or older.** Each entry must be submitted individually. Entries illegible, incomplete, mutilated, altered, false, fraudulent, postage due, or otherwise not in accordance with the rules are void. Not responsible for lost, late, misdirected, illegible, incomplete, mutilated, altered, damaged